

MOTOR CAR PRICES NOW STABILIZED

Survey of the Field and Study
of Conditions Proves
This.

The National Automobile Chamber of Commerce issues the following important information on prices taken from the *Guaranty Survey*, published monthly by the Guaranty Trust Company of New York:

"Approximate stabilization of automobile prices is believed in the industry to have been definitely reached. The average price of forty-nine of the principal standard touring car models is now 22 per cent. below the average price on September 1, 1920, but the price of the greater quantity of cars sold represents a much greater reduction, some as much as 42 1/2 per cent. This reduction has been brought about by a series of price cuts spread over more than a year, so that we now stand at what appears to be the end of the period of price revision rather than at the beginning. In view of known improvements and refinements in the product, no comparison of present prices with those of 1913 is possible or significant."

"This conclusion in regard to stabilization is based not only upon the amount of the average price reduction that has taken place, but also upon the prospectively smaller price cuts made recently by leading manufacturers. Furthermore, at least six manufacturers have raised their prices since the first of the year, and there is justification for the belief in an apparent stabilization of the costs of the chief materials entering into motor car manufacture. Many people believe that the prices of raw materials entering into the manufacture of automobiles have reached bottom. In the case of some of these materials a renewal of the upward price trend has been manifested. The average price of metals and metal products is now nearer the 1913 level than that of any of the nine groups, except farm products, for which the Bureau of Labor Statistics compiles price data. It appears, therefore, improbable that automobile production costs can go materially lower for some time."

"Inventories have been well liquidated in the automobile industry and the industry brought to a sound position, where no justification of further general price reduction appears to exist."

MAXWELL-CHALMERS HAS UNUSUAL DISPLAY

One of the most attractive and novel window displays ever seen in an automobile showroom on Broadway has just been installed by Harry J. De Bear, president and general manager of the Maxwell-Chalmers Distributing Corporation, Broadway at Fifty-ninth street, New York city.

The design and general theme of the entire room is in Grecian effect and was conceived and executed by R. O. Bodenborn, of the sales promotion department of the corporation.

In the window is constructed a beautiful stage setting in a brilliant and harmonious array of colors, with a new series Good Maxwell coupe mounted thereon.

The Packard Motor Car Company's Idea of Service



WHY PASSENGER
CAR REPAIRS DO
NOT TAKE LONG

FINE TYPE
WORKMAN

By BURTON S. BROWN.

In a great eight story building on a plot 227x70 feet in Long Island City the Packard Motor Car Company of New York is giving real service to its customers. It was our good fortune last week to go through the plant with William Elliott, sales promotion director of the branch, and Col. Florida, the service manager, and see first hand this service sincerely applied to meet the needs of Packard passenger car and truck owners.

In size and scope of operation this service station matches many an automobile factory we have visited. They could build a car there easily. This kind of service is convincing and satisfying and makes one understand why Packard can put the question of what Packard ownership means squarely up to the present users of its cars in the well known slogan, "Ask the man who owns one." It is the reason for the satisfaction Packard passenger cars are giving to nearly 40,000 owners and Packard trucks are giving in 200 lines of business. The best of cars need service, and the success of every car owner's investment in motor transportation depends upon the quality of that service.

At the present time there is a force of 500 men and women employed in the big Long Island plant. It is a highly efficient organization working under able direction and with the best equipment obtainable. A trip through the building is very much worth while. The place hums. Everybody is enthusiastic. The system is well high perfect.

The first floor of the service station is given up to the reception and executive offices and the checking department where the owners check the small articles generally carried in a car before repair work begins.

The second floor is an eye opener.

Here one finds at least \$250,000 worth of parts always on hand. A special feature of this department is the night service until 2 A. M. There is somebody on hand every night until that hour to deliver parts to owners who may need them. Then there are two men on duty all night to respond to emergency calls out on the roads. They are prepared to go anywhere for an owner who may need assistance.

The third floor is given up to the inspection department and to the battery charging and repair and the radiator and gas tank repair departments. On the fourth floor one finds the mechanical repairs done by a corps of experts equipped with the very latest types of tools and machinery. There are electrical, blacksmith and welding shops on this floor. A stock of wheels, radiators, generators and batteries which are loaned to owners having minor repairs done also are stored on this floor.

A complete woodworking department and great enameling ovens are found on

the fifth floor. On the sixth floor all the coachwork repairs are made and bodies and chassis are painted. The seventh floor is used for the storage of new trucks and the eighth floor for "dead storage" of passenger cars. Last week 101 owners still had their touring cars there waiting for the weather to moderate.

In a great new wing of the building the truck repair department is in full swing. Here the finest kind of work is done in the shortest possible time, because the company believes in maintaining its trucks at all times at the highest possible level of earning power. The reconditioning of used trucks is done in the basement. Here trucks taken in trade are put into fine running order by skilled mechanics. It is difficult to believe that some of these reconditioned trucks are second hand.

Our hat is off to this type of service. It means much to the automobile industry generally. Successful motorcar operation to-day is based on the amount

STORED
FOR
WINTER
OWNERS
ARE
USING
CLOSED
BODIES

of transportation a car will give. Those who keep the wheels going by giving intelligent and adequate service are strengthening the position of the automobile as a transportation unit.

EARL FACTORY IS NOW BUSTLING PLACE

Upon his return from a stay of several days at both the Earl and Templar factories George S. Morrow, president of Morrow Motors Corporation, had a very favorable report to make on manufacturing conditions at both places. He predicts a shortage of both Earl and Templar cars before the half way mark of the spring selling season is reached.

"I was particularly pleased to find things bustling at the Earl plant in Jackson, Mich.," he said, "and to learn from Mr. Earl first hand that the factory will be in full production in a very short time. The company is prepared now to go ahead at high speed, with ample funds at its disposal, as originally planned. But, try as they will, I do not see how the factory people can get thoroughly geared up in time to supply all the Earl cars the public has indicated it wants this spring."

THIS TRACTOR MAKES ALL FARM WORK EASY

Years of painstaking effort were necessary to turn the "Do-It-All" tractor into the practical farm power it is. The name aptly describes it, for it not only plows but harrows with whichever kind you prefer. It cultivates any crop that grows in wide or narrow rows; it hauls loads. It gives you belt power to saw wood, cut, enlage, grind feed or do the smaller jobs. A steady flow of power, just enough for the work, is always ready. It runs slowly or fast at your command.

This tractor, with its adjustable bull wheel, plows a real furrow in the toughest soil or stubble; yet it is level. The face of both bull wheels come in contact with the ground their entire width. This insures proper lubrication and enables both wheels to carry the load. It also means even traction, even wear and more power.

The tractor is easily controlled by one

Used Car Wisdom

"WITH the element of risk eliminated the purchase of a rebuilt car is no longer a game of chance," says W. A. Woods, the New York Peerless eight cylinder distributor.

"Whenever a thoroughly reliable, long established motor car company offers a rebuilt car for sale the obligations assumed by this firm are fully understood. Such a firm stands ready to substantiate any statement made."

"If a reliable firm advertises a car to be in perfect condition the public may be reasonably sure that the car has been thoroughly overhauled and tested and that the statements of the firm in question are beyond doubt and that all guarantees on the rebuilt used car offered for sale are bona-fide and will be lived up to."

"Prices of all standard makes of cars have reached the pre-war level. All prices on used cars have dropped accordingly. A careful survey of prices quoted in the advertisements of to-day prove this fact beyond a doubt."

operator, walking or riding. It can be turned into a riding tractor in ten seconds. All that is necessary is to add the riding attachment.

For orchard plowing it is ideal, as it plows extremely close to trees. The fact that it goes from job to job on its own power makes it exceedingly desirable. While tilling operations are under way the "Do-It-All" is ready to deliver six horse belt power. Steady belt power furnished for sawing, wood, cutting, ensilage, grinding feed, etc.

Owners of large and small farms, gardeners, nurserymen, florists, orchardists and owners of suburban farms and country estates find it the power they need.

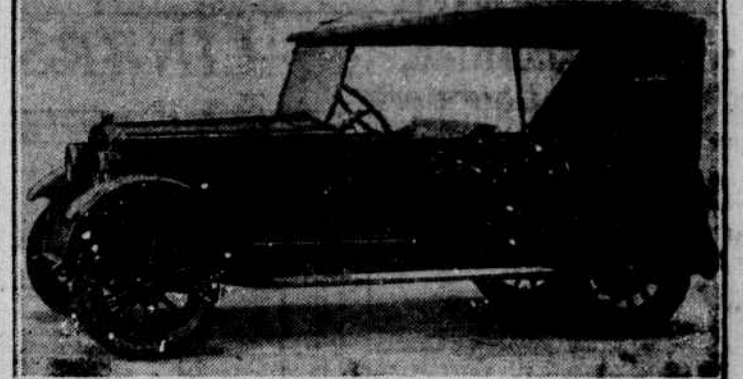
MARMON NOVELTY A BIG ATTRACTION

One of the most instructive and entertaining demonstrations ever given on automobile row was staged last week by the Marmon Automobile Company of New York in its showroom, where a Marmon engine was taken down and rebuilt again by two men in 35 minutes and 6 seconds. The exhibition clearly proved the simplicity of the engine and the ready interchangeability of its parts. It attracted great throngs for three days, including engineers, mechanics, automobile salesmen and prospects who had a mechanical turn of mind.

The demonstration was so instructive that Samuel S. Toback, manager of the Marmon branch, has consented to its repetition at the request of Columbia University, Pratt Institute and the Y. M. C. A. in both Manhattan and Brooklyn.

The "crew" which operated so swiftly with the engine was composed of one man from the factory and one from the local service department. A representative of the company explained every move they made. After they had made their record "tear down and rebuild" performance of 35 minutes and 6 seconds one man tackled the job alone and succeeded in doing the trick in 68 minutes and 53 2-5 seconds.

New Coats Steamer Here



A steam car without a pilot light which burns fuel only when it is in action is the claim made by the Allen-Powers Company of 244 Madison avenue for the Coats steam car, which this concern is exhibiting at its showroom, 229 West Fifty-seventh street.

When the word "steam car" is mentioned the thought of the furnace, which converts the water into steam, strikes the mind at once. The difficulty in commercializing motor cars controlled by steam in the past has been the control of the furnace. A thoroughly enclosed fire box, an automatic regulator and mechanism that is "fool proof" are some of the features claimed for the Coats. The boiler is completely incased in sheet iron and asbestos and cannot be reached except by an expert mechanic equipped with the tools of his trade. The reason for so incasing it is that there is no need for touching the boiler. This boiler is made of carbonized steel, and by the improved process of making steam cannot be covered with scale to any appreciable extent. It cannot burn out because the direct flame at no time touches the coils of the boiler.

Let George's Son Tell It



When George Garland, the well known Velle distributor, showed this photograph of himself and a few of the fish he caught on a recent trip to Florida and Bimini to a friend, the latter said:

"Say, George, do all the photographers down there have a special arrangement with the native fishermen so they can always photograph New Yorkers standing in front of a fine string of fish?"

Of course this was a very unkind question to ask a man of Garland's well known honesty. George did catch the fish. We didn't see them, but we did see a letter he wrote to his son in which he explained in detail how he landed each one. Now, it is our opinion that no son would so far forget the family honor as to make public a letter in which his father took liberties with the truth. So, there's that!

Impressive New

CHANDLER SIX

Is Lowest Priced Car Of Its Class

IT is not alone through supreme beauty and mechanical mastery that the new Chandler Six is making its conquering way.

Equally important to buyers is its economy.

No car in its class, wheel base and horse power considered, is priced so low.

Either the cheaper cars are smaller or have less bore and stroke, or both.

This same Chandler price advantage carries through the seven passenger, coupe and sedan models.

Chandler policy has always been to sell a fine car at lowest price. Never has this been so successfully achieved as in the latest Chandler.

If you are—

buying for beauty
buying for power
buying for price

See the Chandler. It is supreme in all three.

HULETT
Motor Car Company
INCORPORATED

1884 Broadway at 62nd Street

ELISEY MOTOR CO., BRONX
FARRELL AUTO CO., BROOKLYN
W. C. D. MOTOR CAR CO., NEWARK
BENNETT MOTOR CAR CO., JAMAICA, N. Y.
MANOLINI MOTOR CAR CO., JERSEY CITY
HOGAN-WHITE MOTOR CO., NONKERS, N. Y.

THE CHANDLER MOTOR CAR COMPANY
CLEVELAND

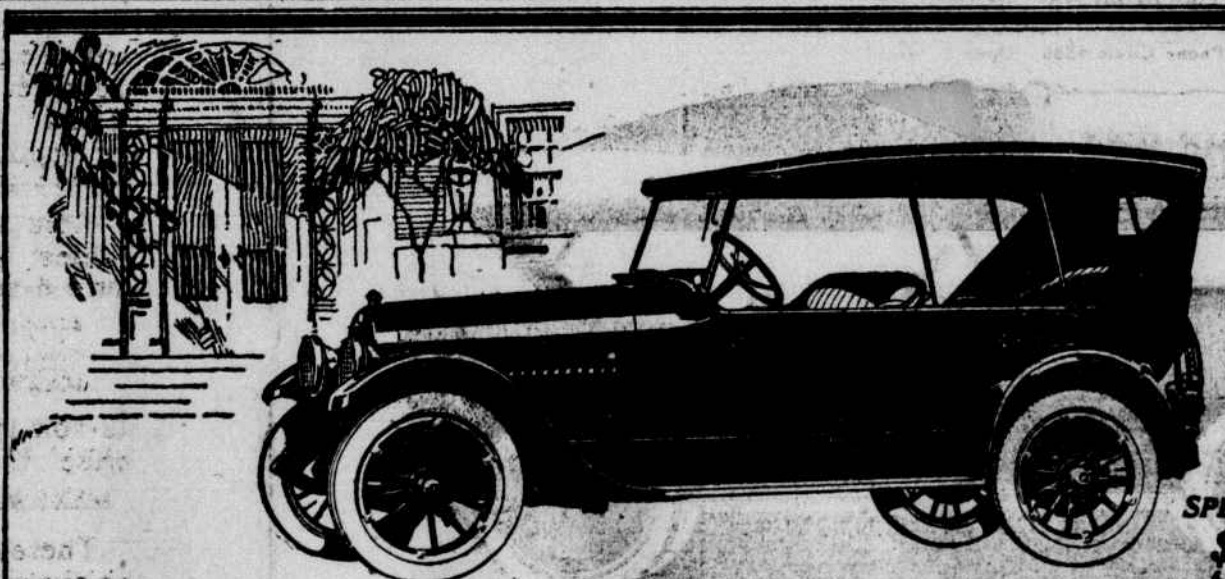
TOURING CAR

\$1595

F. O. B. Cleveland

The Price That
Scraps Previous
Motor Car Values

Newark Show
March 11th to 18th



Studebaker

Genuine Value

TODAY, more than ever before, it is to the buyer's interest to determine what is BEHIND his car as well as what is IN it.

In the SPECIAL-SIX, Studebaker offers a car, the enormous sales of which are the best proof of its value.

The SPECIAL-SIX has established itself in the minds of thousands of owners as an unusually capable, powerful, roomy and beautiful car. Its tremendous popularity contributed largely to the attainment of Studebaker's position as the largest builder of six-cylinder cars in the world.

But in addition to the value that is IN the SPECIAL-SIX, there stands behind it, an organization whose resources and permanence are assurances of continued service to the car owner and of protection to him not only today and tomorrow but in the years to come.

For 70 years, Studebaker has been building high quality vehicles and selling them at fair prices.

There are many reasons in addition to the unquestioned intrinsic value of the SPECIAL-SIX why it should be your motor car choice. You are urged to inspect this car NOW.

MODELS AND PRICES

F. O. B. Factory		
Light-Six	Special-Six	Big-Six
5-Pass., 112" W. B., 40 H. P.	5-Pass., 119" W. B., 50 H. P.	7-Pass., 126" W. B., 60 H. P.
Chassis.....\$ 875	Chassis.....\$1200	Chassis.....\$1500
Touring.....1045	Touring.....1475	Touring.....1785
Roadster (3-Pass.)...1045	Roadster (2-Pass.)...1475	Coupe (4-Pass.)...2500
Coupe-Rd. (2-Pass.)...1375	Coupe (4-Pass.)...2150	Sedan.....2700
Sedan.....1750	Sedan.....2350	

The Studebaker Corporation of America
1700 Broadway, Manhattan 1469 Bedford Avenue, Brooklyn

MANHATTAN 1435 Broadway
337 E. 14th St.
1840th St. & Grand Concourse
1121 St. Nicholas Ave.
445 E. Tremont Ave.
JAMAICA—13206 Hillside Avenue

BROOKLYN
1435 Eastern Parkway
60th Street and 4th Ave.
2020 Bedford Avenue
216 Graham Avenue
STATEN ISLAND—130 Bay Street, Tompkinsville.
Open Evenings

THIS IS A STUDEBAKER YEAR